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L2	6	("6697824" "6202070" "5694551".pn.	US_PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/06/13 13:11
S1	0	system for creating optimized promotion event calendar	US_PGPUB; AND	OFF	2005/04 16:09	
S2	0	System for creating optimized promotion event calendar	US_PGPUB; AND	OFF	2005/04/29 16:26	
S3	1	deturgio.in.	USPAT	OR	OFF	2005/04/29 16:50
S4	2	(demand tec).as.	USPAT	AND	OFF	2005/04/29 16:51
S5	7	(demand tec).as.	US_PGPUB; AND	OFF	2005/04/29 16:57	
S6	0	S\$ and (demandtec).as.	USPAT	OR	OFF	2005/04/29 16:58
S7	2	S\$ or (demandtec).as.	USPAT	OR	OFF	2005/05/05 10:11
S8	0	(consumer adj demand adj management) and @ad<"20010506"	USPAT	AND	OFF	2005/05/03 12:50
S9	1081	cdm and @ad<"20010506"	USPAT	AND	OFF	2005/05/03 12:51
S10	0	(consumer adj demand adj management) and @ad<"20010506"	US_PGPUB; AND	OFF	2005/05/03 12:52	
S11	50	econometrics and @ad<"20010506"	US_PGPUB; AND	OFF	2005/05/11 16:11	
S12	2	"6785805"	USPAT	OR	OFF	2005/05/04 16:39
S13	50	"build-to-order" and @ad<"19991114"	USPAT	OR	OFF	2005/05/04 16:43
S14	53	"build-to-order" and @ad<"19991114"	US_PGPUB; AND	OFF	2005/04 16:43	

S15	7	(demand tec).as.	US_PGPUB; AND	OFF	2005/05/05 10:11
S16	8	S15 or (demandtec).as.	US_PGPUB; OR	OFF	2005/05/05 10:13
S17	316482	(demand tec)" as" or (demandtec).as.	US_PGPUB; OR	OFF	2005/05/05 10:13
S18	8	("demand tec") "as" or (demandtec).as.	US_PGPUB; OR	OFF	2005/05/05 10:28
S19	2	("maxager.com") "as" or (maxager).as.	US_PGPUB; OR	OFF	2005/05/05 10:30
S20	8	("khitimetrics.com") "as" or (khitimetrics).as.	US_PGPUB; OR	OFF	2005/05/12 12:56
S21	0	"09870758".ap.	USPAT	OR	2005/05/05 10:52
S22	0	"09/670758" ap.	USPAT	OR	2005/05/05 10:52
S23	0	"09/670758" ap.	US_PGPUB; OR	OFF	2005/05/05 10:52
S24	0	"09870758".ap.	US_PGPUB; OR	OFF	2005/05/05 10:53
S25	1683	automated customer survey	US_PGPUB; AND	OFF	2005/05/05 10:54
S26	1	automated adj customer adj survey adj using	US_PGPUB; AND	OFF	2005/05 11:04

S27	0	automatic adj collection adj updating adj application	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 11:17	
S29	0	flores.in. and bestwick.in.	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 11:18	
S30	7	"6094641"	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT; IBM_TDB	OR	OFF	2005/05/11 16:11	
S31	2	("6094641"),PN.	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT; IBM_TDB	OR	OFF	2005/05/11 16:12	
S32	2	("6029139"),PN.	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 09:44	
S33	42	promotion near9 optimization	US-PGPUB; USPAT; USOCR; EPO	AND	OFF	2005/05/12 12:58	
S34	53	promotion near9 optimization (price or pricing) near9 optimization	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT	AND	OFF	2005/05/12 13:42	
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S36	124	S35 and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 13:43	

S37	36	promotion adj events	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:08	
S38	16	promotion and supplier adj offers	US-PGPUB; USPAT; USOCR; EPO; IPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:10	
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S59	0	"fernandez et al.".in:	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/20 12:14
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S10 3	4	S101 not S100	US-PGPUB; USPAT; USOCR; EPO; JPO; DERVENT; IBM_TDB	OR	OFF	2005/06/01 14:22
S10 4	32	((promotion or pricing or price\$) near? 2 (optimal or optimum) and (sales adj1 volume))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERVENT; IBM_TDB	OR	OFF	2005/06/01 16:43
S10 5	204	profit and (sales adj1 volume) and revenue	US-PGPUB; USPAT; USOCR; EPO; JPO; DERVENT; IBM_TDB	OR	OFF	2005/06/01 16:45
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S10 7	4	((financial or finance) same optimization same model and (net adj2 profit) and (volume same revenue same profit))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERVENT; IBM_TDB	AND	OFF	2005/06/02 12:46
S10 8	28	(retailer or retailers) same (revenue and volume and (profit or income))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERVENT; IBM_TDB	AND	OFF	2005/06/06 15:21

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S94	899	product attribute sales data centralized	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/23 06:59
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S99	1949	((source or input) adj file) and ((output or results) adj file)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/31 14:52
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S12 2	2	(EVALUATE OR COMPARE) adi5 (PROMOTION OR PROMOTIONAL) adi2 (PLAN OR PLANS OR SCENARIO OR SCENARIOS)	US-PPGPUB; USPAT; USOCR; EPO; JPO; DERVENT; IBM_TDB	OR	OFF	2005/06/10 15:16

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Dialog Search For The DemandTec Applications: 09/849168, 09/849621, and 09/849448

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Processing

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38073	COSTING
1007936	COSTS
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519123	OPTIMUM
373271	PRICES
593581	PRICE
118991	PROMOTION
57036	PROMOTIONS
1542	(OPTIMAL OR OPTIMUM) (2W) (((PRICES OR PRICE) OR PROMOTION) OR PROMOTIONS)
S1	11 DEMAND(2W)MODEL AND (ACTIVITY(2W)BASED(2W) (COST OR COSTING OR COSTS)) AND (OPTIMAL OR OPTIMUM) (2W) (PRICES OR PRICE OR PROMOTION OR PROMOTIONS)

? t s1/medium,k/1-11

1/K/1 (Item 1 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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02527516 276946421  
Capacity planning and pricing under uncertainty  
Gox, Robert F  
Journal of Management Accounting Research v14 PP: 59-78 2002  
ISSN: 1049-2127 JRNL CODE: AJMA  
WORD COUNT: 1768

ABSTRACT: This paper analyzes a capacity-planning and pricing problem of a monopolist facing uncertain **demand**. The **model** incorporates "soft" and "hard" capacity constraints (soft constraints can be relaxed at a cost while...).

TEXT: Abstract: This paper analyzes a capacity-planning and pricing problem of a monopolist facing uncertain **demand**. The **model** incorporates "soft" and "hard" capacity constraints (soft constraints can be relaxed at a cost while...

...and pricing.<sup>3</sup> Banker and Hughes (1994) show that a multiple-product monopolist arrives at **optimal prices** and capacities based on full cost when the following two assumptions are met:

\* the pricing...dp because  $dq/dp = -1$ .

11 Banker and Hughes (1994) use an equivalent definition for **activity based** unit **costs** in their multiproduct, multiresource framework. However, this interpretation is appropriate only when the production environment...

1/K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02527514 276944271

**A critical overview of the use of full-cost data for planning and pricing**

Balakrishnan, Ramji; Sivaramakrishnan, K  
Journal of Management Accounting Research v14 PP: 3-31 2002  
ISSN: 1049-2127 JRNL CODE: AJMA  
WORD COUNT: 12977

...TEXT: making, allocating sunk costs cannot improve decisions. In an effort to rationalize practice, proponents of **activity - based costing**

offer an alternate view. They argue that cost allocation systems that properly capture consumption of...levels. This simplification reduces the

Grand Model to Model 4A. The additional assumption of identical **demand** further simplifies **Model 4A** to a one-period model. A one-period version of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are determined, the firm can solve for **optimal prices** using a formulation

similar to that in Model 3. This exercise of determining **optimal prices**

and resource allocations may be repeated many times over the life of the

resources, as...With partial uncertainty, however, G6x (2002) shows that

full-cost-based prices are no longer **optimal**. **Optimal prices** are now

based on each product's marginal cost: full costs, derived as an

allocation  
...the initial capacity-- planning problem because it effectively becomes a single-period problem with known **demand** (as in **Model 4A**, with  $T = 1$ ).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from such a ...

...price derived from the solutions to the product-- pricing problem in **Model 5B** equals the **optimal price** derived in the capacity-- planning problem (**Model 5A**). Third, and most important, it is almost...orders. Banker and Hansen (2002) show that as the number of potential customers increases, the **optimal price** is the full cost of providing the service

plus a nonlinear markup that depends on...Balachandran et al. (1997) is the solution to a grand linear program that simultaneously determines **optimal capacity** and **prices**.<sup>22</sup> The study ...underlying information utilized in the allocation process).

4 For example, Chen and Frank (2001) examine **optimal price** adjustment based on the length of the queue of customers. We also note the vast... ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in **activity - based costing**. The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

1/K/3 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00971320 \*\*Image available\*\*  
INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION  
INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES  
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NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US  
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Legal Representative:  
HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Avenue, Colorado Springs, CO 80907, US,  
Patent and Priority Information (Country, Number, Date):

Claim

I An apparatus for determining an **optimum promotion** plan for merchandising of products for sale, comprising:  
a scenario/results processor, configured to enable a user to prescribe an optimization scenario, and configured to present the **optimum promotion** plan to said user,  
wherein the **optimum promotion** plan is determined by execution of said optimization scenario, and wherein the **optimum promotion** plan is determined based upon estimated product demand and calculated activity based costs, said scenario/results processor comprising:  
an input/output processor, configured to acquire data corresponding to...  
an optimization template, for specifying a promotion scenario and a time period for which the **optimum promotion** plan is to be...generating a plurality of optimization results templates and providing these templates to the user, wherein **optimum promotion** events and optimum supplier offers are presented.

19 The method as recited in claim 18...an optimization template, for specifying a promotion scenario and a time period for which the **optimum promotion** events and optimum supplier offers are to be determined.

30 The method as recited in...

1/K/4 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00956989 \*\*Image available\*\*

INTERFACE FOR MERCHANDISE PRICE OPTIMIZATION

INTERFACE PERMETTANT L'OPTIMISATION DE PRIX DES MARCHANDISES

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Colorado Springs, CO 80907, US,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200291137 A2-A3 20021114 (WO 0291137)  
Application: WO 2002US7414 20020311 (PCT/WO US0207414)  
Priority Application: US 2001849616 20010504  
Designated States:  
(Protection type is "patent" unless otherwise stated - for applications prior to 2004)  
AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
Main International Patent Class: G06F-017/60  
Publication Language: English  
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Fulltext Availability:  
Detailed Description  
Claims  
Fulltext Word Count: 14254

#### English Abstract

An apparatus (200) and method are provided for an interface enabling a user to determine **optimum prices** of products for sale. The interface includes a scenario/results processor (233) that enables the user to prescribe an optimization scenario, and that presents the **optimum prices** to the user. The **optimum prices** are determined by execution of the optimization scenario, where the **optimum prices** are determined based upon estimated product demand and calculated **activity based costs**. The scenario/results processor (233) has an input/output processor (404) and a scenario controller (412). The input/output processor (404) acquires data corresponding to the optimization scenario from the user, and distributes optimization results to the user. The scenario controller (412) is coupled to the input/output processor (404). The scenario controller (412) controls acquisition of the data and the distribution of the optimization results in accordance with a price optimization procedure.

#### French Abstract

La presente invention concerne un appareil et un procede pour une interface permettant la determination de prix optimaux pour des produits mise en vente. L'interface comporte un processeur de scenarios/resultats qui permet a l'utilisateur d'établir un scenario d'optimisation, et qui présente des prix optimaux a l'utilisateur. Les prix optimaux sont

of the **optimum prices**, said rules comprising:  
maximum allowable price swing for each of the products for sale;  
and...a  
plurality of optimization results templates and providing these  
templates  
to the user, wherein the **optimum prices** are presented.

22 The method as recited in claim 21, wherein said utilizing  
comprises  
...groups;  
second providing a products template, for specifying the products for  
sale for which the **optimum prices** are to be determined, wherein  
the  
products for sale may  
span more than one of...  
...and  
third providing a time horizon template, for prescribing a time  
period  
for which the  
**optimum prices** are to be determined.

31 The method as recited in claim 30, wherein said utilizing...  
...fourth providing a locations template, for prescribing a plurality  
of  
store groups for  
which the **optimum prices** are to be determined, wherein said  
prescribing  
directs said employing to utilize data corresponding to the plurality  
of  
said  
store groups when determining the **optimum prices**; and  
34  
fifth providing an at-large rules template, for specifying rules to  
govern determination  
of the **optimum prices**, wherein the rules specify maximum  
allowable  
price  
swing for each of the products for sale...

1/K/5 (Item 1 from file: 485)  
DIALOG(R) File 485: Accounting & Tax DB  
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\*\* FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 \*\*  
00929001 SUPPLIER NUMBER: 276946421  
Capacity planning and pricing under uncertainty  
Gox, Robert F  
Journal of Management Accounting Research v14 PP: 59-78 2002  
ISSN: 1049-2127 JRNLD CODE: AJMA  
DOC TYPE: Periodical ARTICLE TYPE: Feature  
LANGUAGE: English SPECIAL FEATURE: Formula Table  
WORD COUNT: 1768 LINE COUNT: 161

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\*\* FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 \*\*  
00928999 SUPPLIER NUMBER: 276944271

**A critical overview of the use of full-cost data for planning and pricing**

Balakrishnan, Ramji; Sivaramakrishnan, K

Journal of Management Accounting Research v14 PP: 3-31 2002

ISSN: 1049-2127 JRNL CODE: AJMA

DOC TYPE: Periodical ARTICLE TYPE: Feature

LANGUAGE: English SPECIAL FEATURE: Formula

WORD COUNT: 12977 LINE COUNT: 1,180

**ABSTRACT:** Surveys show that many firms use full cost to set prices. However, principles of relevant costing imply that product prices should be independent of how a firm allocates fixed manufacturing cost to products. Recent research tries to resolve this conflict between theory and practice by expanding the scope of the problem; pricing is only one part of the larger problem of determining which products to keep and which products to drop, how much capacity to install, and how to allocate available capacity among the products. An emerging view is that we must jointly consider the capacity-planning and product-pricing problems to clarify the role of full costing in these decisions. In this article a critical overview of the results from this research is provided, highlighting how a combination of analytic and numerical methods have contributed to understanding, and suggest directions for future research.

**GEOGRAPHIC NAMES:** United States; US

**DESCRIPTORS:** Polls & surveys; Studies; Management accounting; Cost allocation methods; Manufacturing; Mathematical models

**CLASSIFICATION CODES:** 9190 (CN=United States ); 4120 (CN=Accounting policies & procedures ); 9130 (CN=Experimental/Theoretical ); 8600 (CN=Manufacturing industries not elsewhere classified );

Accounting & Tax DB 1971-2005/May W4

...TEXT: making, allocating sunk costs cannot improve decisions. In an effort to rationalize practice, proponents of **activity - based costing**

offer an alternate view. They argue that cost allocation systems that properly capture consumption of...levels. This simplification reduces the

Grand Model to Model 4A. The additional assumption of identical **demand** further simplifies **Model 4A** to a one-period model. A one-period version of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are determined, the firm can solve for **optimal prices** using a formulation similar to that in Model 3. This exercise of determining **optimal prices** and resource allocations may be repeated many times over the life of the resources, as...With partial uncertainty, however, G6x (2002) shows that full-cost-based prices are no longer **optimal**. **Optimal prices** are now based on each product's marginal cost: full costs, derived as an allocation ...the initial capacity-- planning problem because it effectively becomes a single-period problem with known **demand** (as in Model 4A, with  $T = 1$ ).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from such a...

...price derived from the solutions to the product-- pricing problem in Model 5B equals the **optimal price** derived in the capacity-- planning problem (Model 5A). Third, and most important, it is almost...orders. Banker and Hansen (2002) show that as the number of potential customers increases, the **optimal price** is the full cost of providing the service plus a nonlinear markup that depends on...Balachandran et al. (1997) is the solution to a grand linear program that simultaneously determines **optimal capacity and prices**.<sup>22</sup> ...underlying information utilized in the allocation process).

4 For example, Chen and Frank (2001) examine **optimal price adjustment** based on the length of the queue of customers. We also note the vast... ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in **activity - based costing**. The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

1/K/7 (Item 1 from file: 654)  
DIALOG(R)File 654:US Pat.Full.  
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6088371 \*\*IMAGE Available  
**UTILITY**  
**System and method for profit maximization in retail industry**  
Inventor: Myr, David, Jerusalem, IL  
Grechanovsky, Eugene, Jerusalem, IL  
Kazarinov, Yuri, Ashdod, IL  
Assignee: Unassigned

feasible prices resulting in the optimal revenue  $R_{\text{sale}}$  and the optimal price  $p_{\text{sale}}$ . Predicted sales volume (demand)

$V_{\text{salr}}$

may be computed by formula...is performed on each bootstrapped regression

model, and then optimization of revenue and computation of optimal price is performed for each set of bootstrapped estimates. As a result,

the following estimates are...

...estimate of bias of maximum revenue  $bias_{\text{Boot}}(R)$ . Similar quantities

are computed for optimal prices ...0217] Similar quantities are computed for an optimal price ...0219] After an optimal predicted revenue  $R_{\text{sale}}$  and an optimal price  $p_{\text{sale}}$  have been calculated, it should be tested if the predicted revenue  $R...$  and Promotion Scheduling Procedure for obtaining a next promotion schedule(Block 1110). It either computes optimal promotion time allocation for a product category or adds a new close schedule in the scheduling...0310] Tick Optimal prices

[...

...0313] Tick Error estimates of predicted optimal prices

Non-exemplary or Dependent Claim(s):

...resampling methods for estimation of prediction errors, standard errors and biases in predicted single product optimal prices and

in predicted category optimal price vectors...module uses resampling methods for testing significance of optimized price changes in predicted single product optimal prices and in predicted category optimal price vectors...

...resampling methods for testing significance of figure-of-merit function

changes for predicted single product optimal prices and for predicted category optimal price vectors...

1/K/8 (Item 2 from file: 654)

DIALOG(R)File 654:US Pat.Full.

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0005257741 \*\*IMAGE Available

Derwent Accession: 2003-112574

Interface for merchandise promotion optimization

Inventor: Phil Delurgio, INV

Michael Neal, INV

Assignee: Demand Tec. Inc.(02)

Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO SPRINGS, CO, 80907-7449, US

Publication Number	Kind	Date	Application Number	Filing Date
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and

optimum supplier offers are presented.

Non-exemplary or Dependent Claim(s):

...an optimization template, for specifying a promotion scenario and

a

time period for which the optimum promotion plan is to be determined...an optimization template, for specifying a promotion scenario and a time period for which the optimum promotion events

and optimum supplier offers are to be determined...

**1/K/9 (Item 3 from file: 654)**

DIALOG(R)File 654:US Pat.Full.

(c) Format only 2005 The Dialog Corp. All rts. reserv.

0005114399 \*\*IMAGE Available

Derwent Accession: 2003-786738

**Interface for merchandise price optimization**

Inventor: Phil Delurgio, INV

Michael Neal, INV

Assignee: DemandTec, Inc.(02), San Carlos, CA, US

Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO SPRINGS, CO, 80907-7449, US

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165834	A1	20021107	US 2002144537	20020510
Continuation	PENDING			US 2001849616	20010504

Fulltext Word Count: 15867

**Abstract:**

An apparatus and method are provided for an interface enabling a user

to determine optimum prices of products for sale. The interface includes a scenario/results processor that enables the user to prescribe

an optimization scenario, and that presents the optimum prices to the

user. The optimum prices are determined by execution of the optimization scenario, where the optimum prices are determined based

upon estimated product demand and calculated activity based costs.

The scenario/results processor has an input/output processor and a scenario controller. The input...

**Summary of the Invention:**

...to the field of econometrics, and more particularly to an apparatus

and method for determining optimum prices for a set of products within a product category, where the optimum prices are determined to

for sale; and...groups; second providing a products template, for specifying the products for sale for which the **optimum prices** are to be determined, wherein the products for sale may span more than one of...

...and third providing a time horizon template, for prescribing a time period for which the **optimum prices** are to be determined...fourth providing a locations template, for prescribing a plurality of store groups for which the **optimum prices** are to be determined, wherein said prescribing directs said employing to utilize data corresponding to the plurality of said store groups when determining the **optimum prices**; and fifth providing an at-large rules template, for specifying rules to govern determination of the **optimum prices** wherein the rules specify maximum allowable price swing for each of the products for sale...

1/K/10 (Item 4 from file: 654)  
DIALOG(R)File 654:US Pat.Full.  
(c) Format only 2005 The Dialog Corp. All rts. reserv.

0005114325 \*\*IMAGE Available  
Derwent Accession: 2003-111136  
**Interface for merchandise price optimization**  
Inventor: Phil Delurgio, INV  
Michael Neal, INV  
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	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165760	A1	20021107	US 2001849616	20010504

Fulltext Word Count: 15867

**Abstract:**

An apparatus and method are provided for an interface enabling a user to determine **optimum prices** of products for sale. The interface includes a scenario/results processor that enables the user to prescribe an optimization scenario, and that presents the **optimum prices** to the user. The **optimum prices** are determined by execution of the optimization scenario, where the **optimum prices** are determined based

store groups...  
...templates further comprises: a time horizon template, for specifying a time period for which the **optimum prices** are to be determined...  
...further comprises: an at-large rules template, for specifying rules to govern determination of the **optimum prices**, said rules comprising: maximum allowable price swing for each of the products for sale; and...groups; second providing a products template, for specifying the products for sale for which the **optimum prices** are to be determined, wherein the products for sale may span more than one of...  
...and third providing a time horizon template, for prescribing a time period for which the **optimum prices** are to be determined...fourth providing a locations template, for prescribing a plurality of store groups for which the **optimum prices** are to be determined, wherein said prescribing directs said employing to utilize data corresponding to the plurality of said store groups when determining the **optimum prices**; and fifth providing an at-large rules template, for specifying rules to govern determination of the **optimum prices** wherein the rules specify maximum allowable price swing for each of the products for sale...

1/K/11 (Item 5 from file: 654)  
DIALOG(R)File 654:US Pat.Full.  
(c) Format only 2005 The Dialog Corp. All rts. reserv.

4861923 \*\*IMAGE Available  
Derwent Accession: 2003-111136

**Utility**

**E/ Interface for merchandise price optimization**

Inventor: Delurgio, Phil, Walnut Creek, CA

Neal, Michael, San Francisco, CA

Assignee: Demand Tec Inc. (02), San Carlos, CA

Demand Tec Inc

Examiner: Cosimano, Edward R. (Art Unit: 369)

Combined Principal Attorneys: Huffman, Richard K.; Lim, Kang

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 6553352	A	20030422	US 2001849616	20010504